

One Man Got It Right



65071

"Darn good  
smokes with a  
darn good flavor."

# DAVE'S GRAND OPENING KIT

## Kit # 1



20-Pack E-Flare Display



Dangler



Vertical Poster



Scarfboard



Mobile



Horizontal Poster



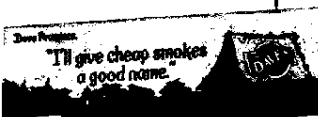
Shelf Talker

## Kit # 2



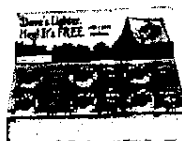
Small Banner

## Kit # 3



Large Banner

## Kit # 4



Caddy & Matches

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#### HOW TO SELL DAVE'S-

**PRICE** - We recommend pricing Dave's competitively with other discount brands.

**PRODUCT** - Order and maintain inventories on both Dave's packings to avoid out-of-stocks (especially during the introductory period).

- Place inventory order
- Provide retailers with sales order numbers for each packing
- Place follow-up order after initial launch
- Enter packings into your customer's inventory guide
- Introduce Dave's to your sales personnel

**PROMOTIONS** - Take advantage of pack promotions to generate consumer trial.

- Increase retail sales
- Contribute to PM date targets to potentially influence Wholesale Meters payments.

## Meet Dave.

Down in Concord, North Carolina, there's a guy named Dave. He lives on the heart of tobacco farm land. Dave enjoys lots of land, plenty of freedom and his yellow "41" pickup truck. Dave is a conscientious worker, believes in the value of homemade products and the concept of offering folks quality cigarettes at the right price. And Dave likes the idea of making the sale of discount cigarettes a fun and exciting experience.

Now, Dave usually markets his cigarettes to the folks in his own neck of the woods. But this year Dave's crop was huge. Cigarettes. Unbelievable! Big tobacco leaves packed with downright down home flavor. Was too much to sell in Concord. So we volunteered to help sell that bumper crop. Were so sure that Dave's will be a hit with discount smokers, we're giving the turn over to.

"Cheap smokers  
finally have a  
good name."



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## DAVE'S GOT REAL APPEAL.

Dave's is a new and unique opportunity to appeal to the people who make up 30% of the cigarette industry volume — the non-premium smokers. The reason these folks choose their brand of cigarettes is not always related only to price. Their choices are also based on image, packaging and product quality.

And quality, image and price — well, that's what Dave's is all about. It's a new discount filter cigarette packaged in a box that has a unique look and "attitude" designed to appeal to discount smokers. Impactful media and promotional campaigns will deliver messages about Dave's quality and unique image, over pure price messages.

"I love the smell  
of tobacco in the  
morning."

## DAVE'S A PRETTY POPULAR GUY.

Dave's appeals to discount smokers who purchase by the pack.

This guy got fed up with the way  
people were doing it, so he  
decided to make his own.

Makes me think of the American  
Attitude 'I can do it better'.

He decided he was going to  
do it better. I respect that.



## THE RIGHT SMOKE AT THE RIGHT PRICE AND THE RIGHT TIME.

- ◆ Consumers are demanding a brand like Dave's that is supported by advertising and promotions that reflect their lifestyles.
- ◆ Dave's is a "real" brand that delivers value without using the lowest price positioning.
- ◆ Consumers enjoy the story that Dave's is produced by an individual whom they can admire and trust to make a quality cigarette.
- ◆ Product features: Full Flavor & Lights, Kings Box, 83MM with cork tipping, unique blend, firmer, more dense than other discount products.

## WHAT CAN DAVE'S DO FOR YOU?

### Stimulate Sales

- ◆ Extensive media coverage:  
Billboard, Television, Magazine, ROP, PSI.

### Encourage Trial

- ◆ Direct Mail Programs.

### Lucrative Introductory Allowances

- ◆ Dave's is willing to give you a few extra allowances with the introduction of this new product.

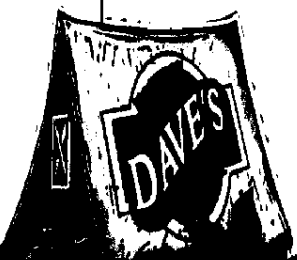
### Add Wholesale Masters Benefits

- ◆ Dave's is included in the calculation of your PM volume, PM share target and share of category measures, which potentially influence your Wholesale Masters payments.

### Deliver Value Added Promotions

- ◆ Promotions which eliminate the need for price support:  
Buy One, Get One Free, Buy Two, Get One Free, and more.  
Dave's will be promoted in a unique and distinctive way, through product reassurance and emotional connection.
- ◆ During Dave's introduction, Wholesale Masters participants who accept this product will not be adversely impacted by Dave's volume in the calculation of their PM Premium/Discount mix.

Dave Guarantees  
"If you don't like  
'em, I'll eat 'em."



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